103686 Orders Order / Rev: 06830032 Alt Order #: Product Desc: BERKLEY FOR SENATE Estimate: Flight Dates: 10/23/12 - 10/29/12 Primary AE: Amy McCreary Original Date / Rev: 06/28/12 / 09/27/12 Sales Office: BLPHI **GENERAL** Order Type: Sales Region: National Agency Name: Shorr Johnson Magnus **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1831 Chestnut St. Billing Cycle: EOM/EOC Philadelphia, PA 19103 Agency Commission: 15% Advertiser Name: Berkley, Shelley for Senate

A35+ PLC01

Demographic: Product Codes:

Priority:

Revenue Codes:

SELECT PRIORITY CODE POLITICAL/AGY, PCAN, GEN New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	132	\$39,780.00	\$33,813.00
10/29/12	10/29/12	29	\$7,495.00	\$6,370.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	132	\$39,780.00	\$33,813.00	0.00
November 2012	29	\$7,495.00	\$6,370.75	0.00
Totals	161	\$47,275.00	\$40 183 75	0.00

00:05:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	20%	\$47,275.00
Market	100%	\$236.375.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	21%	\$49,638.75
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	32%	\$75,640.00
KTUD	0%	\$0.00
KVVU	25%	\$59,093.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,727.50

Lr	Ch	Start	End	Inventory Code	Break	Start/End Tir	me Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
E 1	KSNV	10/23/12	10/26/12	Wake Up Early w/ W Wake Up Early Wag	-	430a-5a	-TWTF	:30	4	\$50.003	0.00 NM	4	\$200.00
	NEWS												
	<u>Star</u>	<u>t Date</u> <u>I</u>	End Date	<u>Weekdays</u> <u>S</u>	oots/Week	<u>Rate</u>	Rating						

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Order / Rev:

103686

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates:

06830032

10/23/12 - 10/29/12

003**2** F

Product Desc:

BERKLEY FOR SENATE

Estimate:

30S

Ch Inventory Code Ln Start End Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount KSNV 10/23/12 10/26/12 Wake Up Early w/ Wagn@M 430a-5a :30 -TWTF--\$50,003 0.00 NM \$200.00 Wake Up Early Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating 10/28/12 -TWTF--Week: 10/22/12 \$50.00 0.00 KSNV 10/29/12 10/29/12 Wake Up Early w/ Wagn6M 430a-5a :30 M----1 \$50,003 0.00 NM \$50.00 Wake Up Early Wagners **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 \$50.00 0.00 KSNV 10/29/12 10/29/12 M-F 5-6a WakeUp w/WaQM 5-6a :30 \$200,003 2 0.00 NM 2 \$400.00 M-F 5-6a WakeUp w/Wagners **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 M-----\$200.00 0.00 KSNV 10/23/12 10/26/12 M-F 5-6a WakeUp w/Wa@M 5-6a -TWTF--:30 \$200.003 8 0.00 NM \$1,600.00 M-F 5-6a WakeUp w/Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 -TWTF--8 \$200.00 0.00 KSNV 10/23/12 10/26/12 M-F 6-7a WakeUp w/WaQM 6-7a -TWTF--:30 \$300.003 0.00 NM 8 \$2,400.00 M-F 6-7a WakeUp w/Wagners NEWS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 -TWTF--\$300.00 0.00 E 6 KSNV 10/29/12 10/29/12 M-F 6-7a WakeUp w/WaQM 6-7a M-----:30 \$300.003 0.00 NM 2 \$600.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date End Date Spots/Week <u>Weekdays</u> Rate Rating Week: 10/29/12 11/04/12 M----\$300.00 0.00 KSNV 10/29/12 10/29/12 **Today Show** СМ 658a-9am :30 \$400.003 0.00 NM M-----\$1,600.00 **Today Show** TODAY Spots/Week Start Date End Date <u>Weekdays</u> Rating Rate 11/04/12 Week: 10/29/12 \$400.00 0.00 KSNV 10/23/12 10/26/12 Today Show СM 658a-9am -TWTF--:30 16 \$400.003 0.00 NM 16 \$6,400.00 **Today Show** TODAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 -TWTF--16 \$400.00 0.00 E 10 KSNV 10/23/12 10/26/12 СМ 12-1230pm :30 Noon News -TWTF--\$175,003 0.00 NM 4 \$700.00 Noon News **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating --TWTE---Week: 10/22/12 10/28/12 \$175.00 0.00 E11 KSNV 10/29/12 10/29/12 Noon News CM 12-1230pm :30 M----1 \$175.003 MM 00.0 1 \$175.00 Moon News **NEWS** Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating 11/04/12 Week: 10/29/12 \$175.00 0.00E 12 KSNV 10/29/12 10/29/12 M-F Today Show II 3rd HCM 9-10a :30 \$175.003 0.00 NM 2 \$350.00 M-F Today Show II TODAY 2 Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 \$175.00 0.00 E 13 KSNV 10/23/12 10/26/12 M-F Today Show II 3rd H0M -TWTF--9-10a \$175.003 :30 0.00 NM 8 \$1,400.00 M-F Today Show II TODAY 2 Start Date **End Date** Weekdays 1 4 1 Spots/Week Rating Rate Week: 10/22/12 10/28/12 -TWTF--\$175.00 0.00 E14 KSNV 10/23/12 10/26/12 CM 1230-1p -TWTF--:30 \$150,003 0.00 NM \$600.00

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Order / Rev:

103686

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates: 06830032

10/23/12 - 10/29/12

830032

Product Desc:

BERKLEY FOR SENATE

Estimate:

30S

Ln Ch S	Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
4.000.00.40			The Agenda 123	•								
AGENDAY Start D		End Date	Weekdays	Spots/Week	Rate	Rating				ı		
Week: 10/22/		10/28/12	-TWTF	4	\$150.00	0.00						
•		2 10/29/12	The Agenda 123 The Agenda 123		1230-1p	М	:30	1	\$150.003	0.00 NM	1	\$150.00
AGENDAY Start D Week: 10/29/)ate	End Date 11/04/12	Weekdays M	Spots/Week	<u>Rate</u> \$150.00	Rating 0.00						
E 16 KSNV 10		2 10/29/12	Rachael Ray Rachael Ray	CM	11am-12pm	M	:30	1	\$150.003	0.00 NM	1	\$150.00
RACHELR Start E Week: 10/29/	<u>ate</u>	<u>End Date</u> 11/04/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$150.00	Rating 0.00						
E 17 KSNV 10)/23/1		Rachael Ray Rachael Ray	CM	11am-12pm	-TWTF	:30	4	\$150.003	0.00 NM	4	\$600.00
RACHELR Start D Week; 10/22/	<u> Date</u>	End Date 10/28/12	<u>Weekdays</u> -TwTF	Spots/Week 4	<u>Rate</u> \$150.00	Rating 0.00						
E 18 KSNV 10			M-F Today Show Today 4th Hour	· · · · · · · · · · · · · · · · · · ·	10am-11am	-TWTF	:30	4	\$150.003	0.00 NM	4	\$600.00
TODAY 3 <u>Start E</u> Week: 10/22/		End Date 10/28/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$150.00	Rating 0.00				:		
)/29/1	2 10/29/12	M-F Today Show Today 4th Hour	v III 4th 16M	10am-11am	M	:30	1	\$150.003	0.00 NM	1	\$150. 0 0
TODAY 3 <u>Start C</u> Week: 10/29/		End Date 11/04/12	Weekdays	Spots/Week	<u>Rate</u> \$150.00	Rating 0.00		•				
E 20 KSNV 10)/29/1	2 10/29/12	Dr. Phil Dr Phil	СМ	3-4p	M	:30	2	\$200.003	0.00 NM	2	\$400.00
PHIL <u>Start I</u> Week: 10/29/		End Date 11/04/12	Weekdays M	Spots/Week 2	<u>Rate</u> \$200.00	Rating 0.00				1		
E 21 KSNV 10 PHIL)/23/1	2 10/26/12	Dr. Phil Dr Phil	CM	3-4p	-TWTF	:30	8	\$200,003	0.00 NM	8	\$1,600.0
Start <u>C</u> Week: 10/22/		End Date 10/28/12	Weekdays -TWTF	Spots/Week 8	<u>Rate</u> \$200.00	Rating 0.00						
E 22 KSNV 10 NEWS	0/23/1	2 10/26/12	NEWS 3 at 4 (1 4PM NEWS (1 I	•	4-5pm (4:30 P M- 5:0	-TWTF 10 PM)	:30	4	\$300.003	0.00 NM	4	\$1,200.0
Start E Week: 10/22/		End Date 10/28/12	<u>Weekdays</u> -TWTF	Spots/Week 4		Rating 0.00						
E 23 KSNV 10 NEWS	0/29/1	2 10/29/12	NEWS 3 at 4 (1 4PM NEWS (1)	•	4-5pm (4:30 PM-5:0	M 10 PM)	:30	1	\$300.003	0.00 NM	1	\$300.0
NEWS <u>Start [</u> Week; 10/29/		End Date 11/04/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0,00						
E 24 KSNV 10	0/29/1	2 10/29/12	NEWS 3 at 4 (1 4PM NEWS (1 h		4-5pm (4:00 PM-4:3	M 80 PM)	:30	1	\$300.003	0.00 NM	1	\$300.0
Start E - Week: 10/29/		End Date 11/04/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00						
E 25 KSNV 10 NEWS	0/23/1	12 10/26/12	NEWS 3 at 4 (1 4PM NEWS (1)		4-5pm (4:00 PM-4:3	-TWTF 30 PM)	:30	4	\$300.003	0.00 NM	4	\$1,200.0
		End Date 10/28/12	<u>Weekdays</u> -TWTF	Spots/Week 4		Rating 0,00						
E 26 KSNV 1	0/23/1	12 10/26/12		CM	5-630p	-TWTF	:30	8	\$450.003	0.00 NM	8	\$3,600.0

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Order / Rev:

103686

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830032

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/23/12 - 10/29/12

Estimate:

30S

Ln Ch	Start	End	Inventory Code	Break	Start/End ²	Гime Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
			M-F Early News									
NEWS			M-F Early News									
	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				I		
Week: 10/		10/28/12	-TWTF M-F Early News	CM	\$450.00	0.00 M	-20		¢450.003	0.00 NIM	2	#000.00
NEWS	10/29/1	12 10/29/12	M-F Early News	CIVI	5-630p	M	:30	2	\$450.003	0.00 NM	2	\$900.00
	<u>irt Date</u> /29/12	End Date 11/04/12	Weekdays M	Spots/Week 2	<u>Rate</u> \$450.00	Rating 0.00						
E 28 KSNV	10/29/1	2 10/29/12	FacetoFace/Rals	ton Rep@M	730-758pm	M	:30	1	\$225.003	0.00 NM	1	\$225.00
FACE			Face to Face w/	J.Ralston								
	ırt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		11/04/12	M	1	\$225.00	0.00			,			
E 29 KSNV FACE	10/23/1	2 10/26/12	FacetoFace/Rals	•	730-758pm	-TWTF	:30	4	\$225.003	0.00 N M	4	\$900.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/28/12	-TWTF	4		0.00						
E31 KSNV	10/23/1	2 10/26/12	M-F Jeop/Wheel	CM	630-730pm	-TWTF	:30	8	\$400.003	0.00 NM	8	\$3,200.00
JEP/Wł	HEFI		M-F Jeopardy/W	heel of Fortun	е							
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/28/12	-TWTF	8	\$400.00	0.00						
E 32 KSNV	10/2 9 /1	2 10/29/12	M-F Jeop/Wheel	CM	630-730pm	M	:30	2	\$400.003	0.00 NM	2	\$800.00
JEP/WI	HEEL		M-F Jeopardy/W	heel of Fortun	е							
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		11/04/12	M	2		0.00			, ,			
E 33 KSNV JEP/WI		2 10/27/12	Weekend Jeopar WKND Jeop/Wh		630-730pm	5-	:30	2	\$250.003	0.00 NM	2	\$500.00
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/28/12	S-	2	T = T = T = T	0.00						
E 34 KSNV	10/28/1	2 10/28/12	News 3 Live in Prime	ime CM	7-10pm	S	:30	1	\$600.003	0.00 NM	1	\$600.00
NEWS	AFTER I	NFL PRIME	News 3 in Filme									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/		10/28/12	S	1	\$600.00	0.00					e e	
E35 KSNV	10/26/1	12 10/26/12	Fri PR 9-10p Friday Prime 9-1	CM Onm	9-10pm	F	:30	1	\$1,000.003	0.00 NM	1	\$1,000.00
GRIMM	l		i nazy i nino o-i	οριτι								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10/		10/28/12	F		\$1,000.00	0.00	.00		#7F0 000	0.00.114		
E 30 KSNV	10/26/1	12 10/26/12	Fri PR 8-9p Friday Prime 8-9	CM bm	8-9pm	F	:30	1	\$750.003	0.00 NM	1	\$750.00
WHIT/C	COMM		· · · · · · · · · · · · · · · · · · ·	P=1++		•						
	rt Date	End Date	<u>Weekdays</u> F	Spots/Week	Rate	Rating						
Week: 10/		10/28/12 12 10/24/12	Wed PR 9-10p	CM	\$750.00 9-10pm	0.00 W	:30	1	\$1,700.003	0.00 NM	1	\$1,700.00
	10/4-1/	12 10/2-512	Wednesday Prim		олори	**	.00	•	Ψ1,100.003	U.UU INIVI	'	\$1,700.00
SVU		= .5.										
<u>Sta</u> Week: 10/	rt <u>Date</u> /22/12	End Date 10/28/12	<u>Weekdays</u> w	Spots/Week 1	<u>Rate</u> \$1,700.00	Rating 0.00						
***************************************			Wed PR 10-11p	CM	10-11pm	W	:30	1	\$1,400.003	0.00 NM	1	\$1,400.00
			Wednesday Prim	ne 10-11pm	,						•	7.,
	GO FIRE		Mookdow	Cnot-Mi	D-1-	Doller-						
<u>اد</u> Week: 10	art <u>Date</u> /22/12	End Date 10/28/12	<u>Weekdays</u>	Spots/Week 1	<u>Rate</u> \$1,400.00	Rating 0.00						
E 39 KSNV				СМ	10-11pm	T	:30	1	\$1,400.003	0.00 NM	1	\$1,400.00
												•

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Totals

161

\$47,275.00

Order / Rev: 103686 Advertiser: Berkley, Shelley for Senate Alt Order #:

06830032 Product Desc: BERKLEY FOR SENATE

Flight Dates: 10/23/12 - 10/29/12 Estimate: 308

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			Thurs PR 10-11p Thursday Prime 1	0-11pm								
ROCK												
<u>Star</u> Week: 10/2	rt Date 22/12	End Date 10/28/12	<u>Weekdays</u> T	Spots/Week	<u>Rate</u> \$1,400.00	Rating 0.00						
E 40 KSNV			Late Night w/Fallo		1237a-136am		:30	8	\$75.003	0.00 NM	8	\$600.00
5 411.01	•		Late Night w/Fallo									,
FALLON Star	ง rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		10/28/12	~TWTF~~	8	\$75.00	0.00						
E41 KSNV	10/29/1	2 10/29/12	Ū		1237a-136am	ח ה M	:30	2	\$75.003	0.00 NM	2	\$150.00
FALLON	ı		Late Night w/Fallo	on					4			
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/2		11/04/12	M	2	\$75.00	0.00						
E 42 KSNV	10/29/1	2 10/29/12	The Tonight Show Tonight Show	CM	1135p-1237a	M	:30	2	\$185.003	0.00 NM	2	\$370.00
TON SH	IOW		Tonight Onow									
	rt Date	End Date	<u>Weekdays</u> M	Spots/Week	Rate	Rating						
Week: 10/2 E 43 KSNV		11/04/12 2 10/26/12		, CM	\$185.00 1135p-1237a	0.00 -TWTF	:30	8	\$185.003	0.00 NM	8	\$1,480.00
L-10 NONV	10/20/1	2 10/20/12	Tonight Show	OIVI	1100p-1207a	1 99 1 1	.50	U	ψ100.000	U.UU INIVI	0	φ1,460.00
TON SH		EI D-1-	1441-4	01-0011-	D. 1	5 "						
Stai Week: 10/2	<u>rt Date</u> 22/12	End Date 10/28/12	<u>Weekdays</u> -TwTF	Spots/Week 8	<u>Rate</u> \$185.00	Rating 0.00						
			M-F News 3 at Ele	even CM	11pm-1135pr		:30	4	\$425.003	0.00 NM	4	\$1,700.00
NEWS			M-F News 3 at Ele	ечеп								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/2	22/12	10/28/12	-TWTF	4	\$425.00	0.00					•	
E45 KSNV	10/29/1	2 10/29/12			11pm-1135pr	m M	:30	1	\$425.003	0.00 NM	1	\$425.00
NEWS			M-F News 3 at Ele	even								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/2		11/04/12	M	1	\$425.00	0.00			*400 000	0.00 1111	_	4
E 46 KSNV	10/2//1	2 10/28/12	Sa-Su News 3 at I Sa-Su News 3 at		11pm-1135pr	mSS	:30	2	\$400,003	0.00 NM	2	\$800,00
NEWS												
<u>Star</u> Week: 10/2	rt Date	End Date 10/28/12	<u>Weekdays</u> SS	Spots/Week 2	<u>Rate</u> \$400.00	Rating 0.00						
			Saturday Today	CM	7a-9am	\$-	:30	2	\$225,003	0.00 NM	2	\$450.00
			Saturday Today						,			Ψ
SAT TO	DAY rt Date	End Date	Weekdavs	Spots/Week	Rate	Rating						
Week: 10/2		10/28/12	·S-	2	\$225.00	0.00				1		
E49 KSNV	10/27/1	2 10/27/12	News 3 Sunrise -		6a-7a	S-	:30	2	\$150.003	0.00 NM	2	\$300.00
NEWS			News 3 Sunrise S	SATURDAY								
	rt <u>Date</u>	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/2		10/28/12	S-	2	\$150.00	0.00						
E 50 KSNV	10/28/1	2 10/28/12	Sunday Today Sunday Today	CM	7a-8am	5	:30	1	\$350.003	0.00 NM	1	\$350.00
SUN TO	DAY		Juliday Today									
-	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/2 E 51 KSNV		2 10/28/12	S Sports Night in La	1 e VeniRM	\$350.00 Sun 1135n-1	0.00 200aS	:30	1	\$550.003	0.00 NM	4	# 660.00
	10/40/1	2 10/20/12	Sports Night in La		oun moop-n	∠vva3	.30	ı	φυυ ν.υυ σ	U.UU INIVI	1	\$550.00
SNL	-	E-18 *				.						
<u>Sta</u> //Week: 10	<u>rt Date</u> 22/12	End Date 10/28/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$550.00	Rating 0.00						
1122 101				<u> </u>	70000					T	454	